

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-08 FRB-03
INR-10 NSAE-00 USIA-06 TRSE-00 XMB-02 OPIC-03
SP-02 LAB-04 SIL-01 OMB-01 /058 W
-----098399 141356Z /45

R 140802Z MAR 78
FM AMEMBASSY KUALA LUMPUR
TO SECSTATE WASHDC 2919
INFO AMEMBASSY BANGKOK
AMEMBASSY JAKARTA
AMEMBASSY MANILA
AMEMBASSY SINGAPORE
AMEMBASSY TOKYO
AMCONSUL HONG KONG

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E.O.11652: N/A
TAGS: EINV, MY
SUBJECT: INVESTMENT COMPARISON

1. EMBASSY HAS JUST BEEN GIVEN COPY OF RECENTLY COMPLETED
COMPARATIVE STUDY (PREPARED BY HIGHLY-REGARDED BUSINESS
INTERNATIONAL CORPORATION) WHICH GIVES COUNTRY RATINGS FOR
57 DIFFERENT COUNTRIES. RATINGS CONSIST OF THREE GENERAL
CATEGORIES. FIRST IS POLITICAL-LEGAL-SOCIAL FACTORS, SECOND
IS COMMERCIAL FACTORS AND THIRD IS MONETARY-FINANCIAL FACTORS.
THESE ARE AIMED AT HELPING POTENTIAL INVESTORS DECIDE ON BEST
FOREIGN LOCATION.

2. HIGHEST RATED COUNTRY WAS GERMANY, WITH A CUMULATIVE
AVERAGE RATING FOR 1977 OF 86 (OUT OF A POSSIBLE 100).
INTERESTINGLY, SINGAPORE WAS NEXT, ALSO WITH AN 86 RATING.
THE U.S. WAS 11 WITH 77; MALAYSIA 17 WITH 70; THAILAND 38 WITH 57;
THE PHILIPPINES 41 WITH 54 AND INDONESIA 44 WITH 52. BANGLADESH
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CAME IN LAST (57TH) WITH RATING OF 39.

3. THE STUDY POINTS OUT THAT "ALTHOUGH CALCULATION OF REGIONAL
AVERAGES IS NOT STRICTLY LEGITIMATE. THEY DO POINT TO SOME BROAD
STROKE CONCLUSIONS. NORTH AMERICA REMAINS THE REGIONAL LEADER,
DESPITE LOSSES OF POINTS BY BOTH THE U.S. AND CANADA COMPARED TO
1976. THE MIDDLE EAST GROUP ROSE TWO POINTS TO 71, BUT STILL

RETAINS A LEAD OVER EUROPE, UNCHANGED AT 66. ASIA/PACIFIC, DUE TO THE ADDITION OF HIGH-SCORING HONG KONG AND IMPROVED RATINGS BY JAPAN, MALAYSIA, TAIWAN, SINGAPORE AND INDONESIA, ROSE FROM 62 POINTS TO 63, BUT STILL HAS A LOWER RATING THAN WESTERN EUROPE AT 66. AFRICA AND LATIN AMERICA REMAINED VIRTUALLY UNCHANGED AT 53 AND 56 RESPECTIVELY."

4. COPY OF THIS INTERESTING STUDY BEING POUCHED TO ALL ADDRESSEES.
MILLER

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NNN

Message Attributes

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